

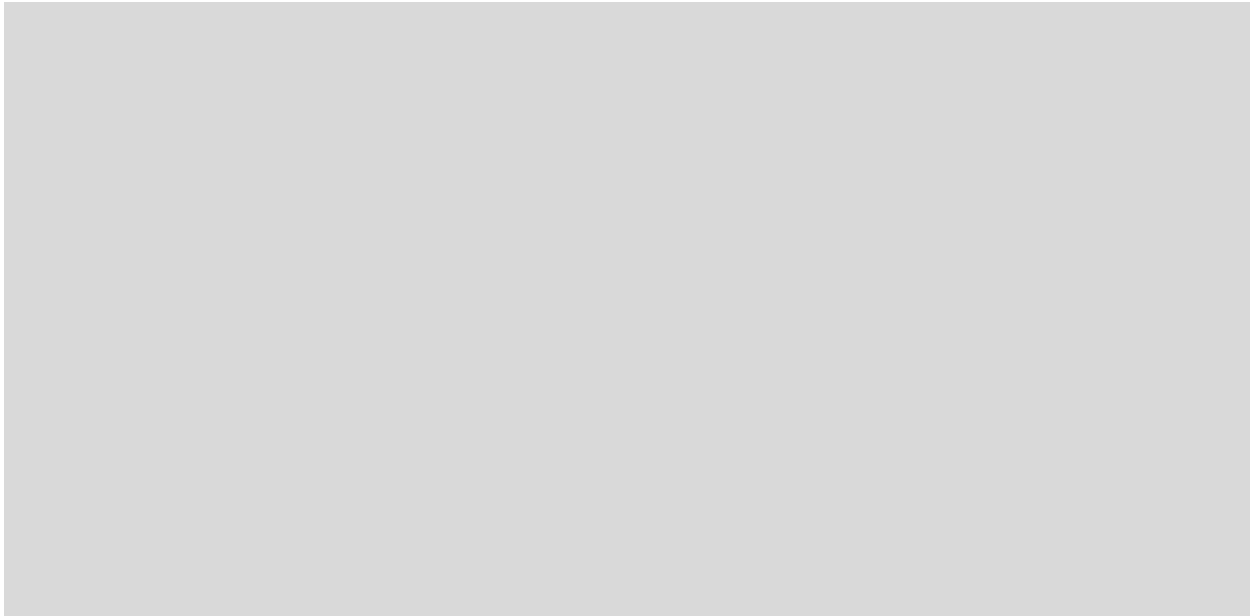
Refining Your Website's Purpose

Defining the purpose of your site is an ongoing process. Use these questions to help refine your site's purpose and return to them at least once a year to revise your site's purpose.

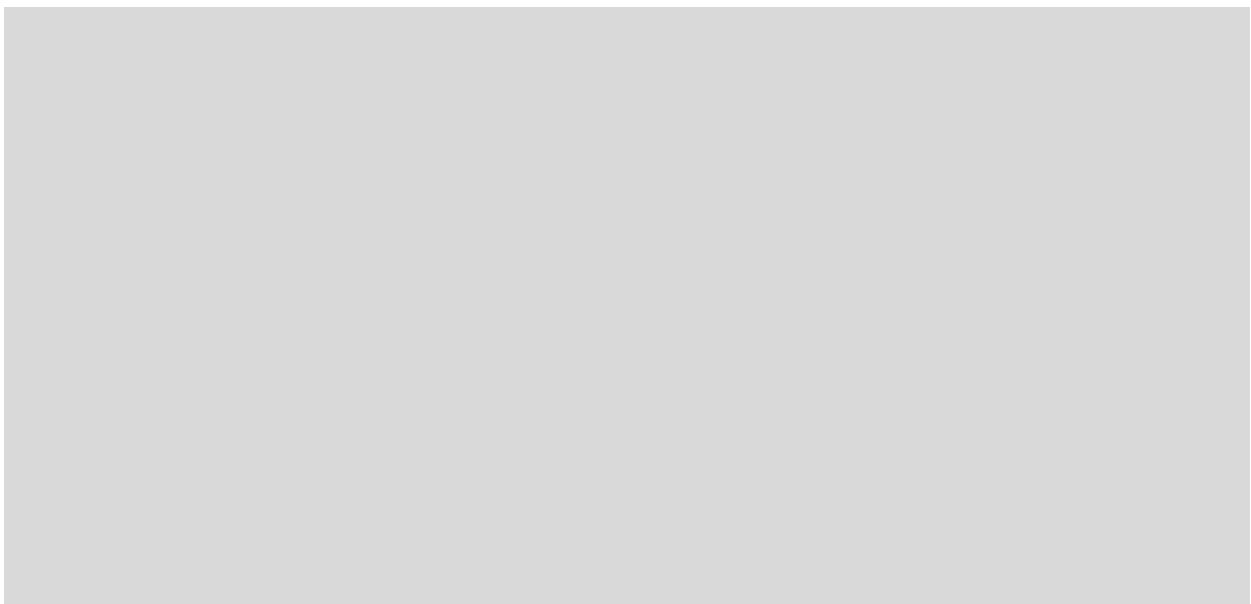
Questions modified from:

<https://www.smashingmagazine.com/2018/02/comprehensive-website-planning-guide-part1/>

What is your mission/artist's statement: who are you and what do you do?



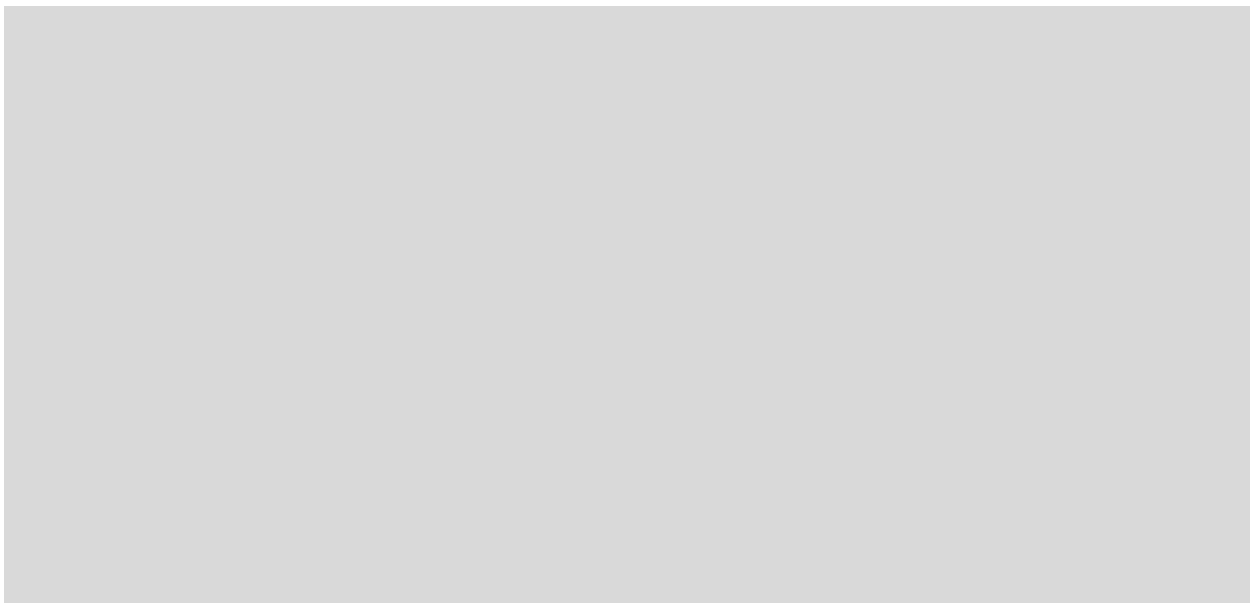
Why did you start making art?



How would you as an artist like to be perceived through your website? Use adjectives (i.e. thoughtful, provocative, playful, etc).



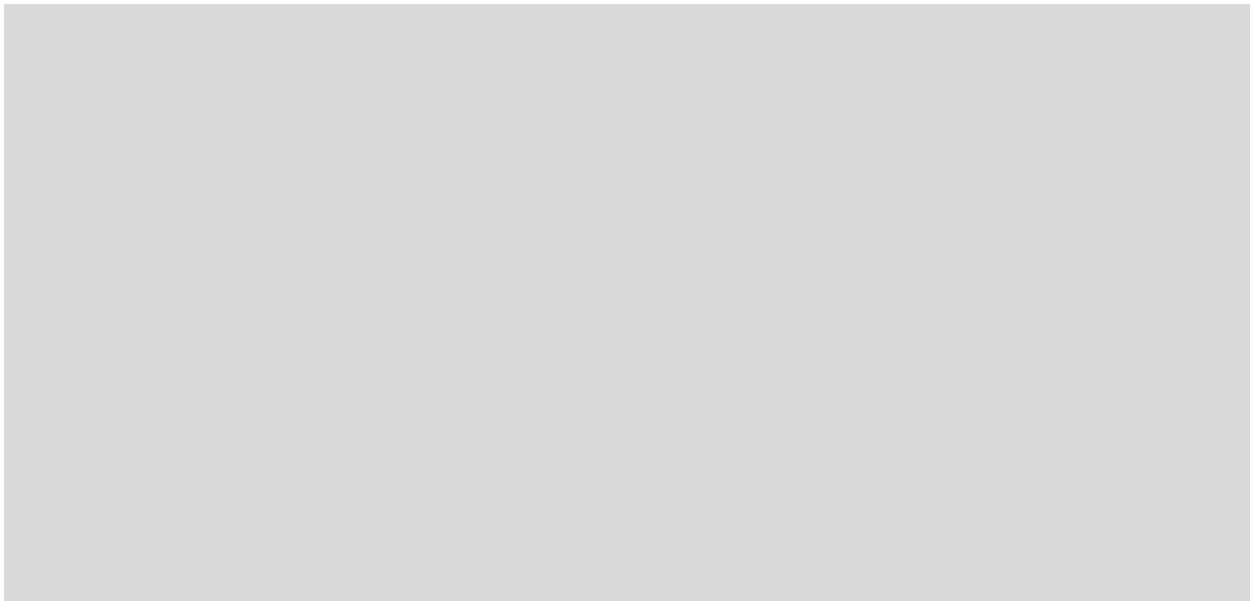
How would you like your work to be perceived through your website? Use adjectives (i.e. thoughtful, provocative, playful, etc).



What is the single most important thing visitors want from your site? For example: buy artwork, book gallery shows, register for a course, join a mailing list. *Note: Try to consider this from the customer's perspective. This is not about what you want for the company, i.e., more sales, but what your visitors want from the site.*



What is the single most important thing you want to convey on your site? From your perspective.



Look at three sites from other artists. What does each site do well and do poorly?

Site One | Name:
The Good

The Not Good

Site Two | Name:
The Good

The Not Good

Site Three | Name:
The Good

How will you be able to tell if your website is successful (hint: don't just say people visit it?)



There are (roughly) 5 types of websites that each have their own overall goals:

1. Ecommerce

Goal: selling products or services.

2. Lead Generation

Goal: collect user information for to connect with potential leads.

3. Content Publishers

Goal: encourage engagement and frequent visitation.

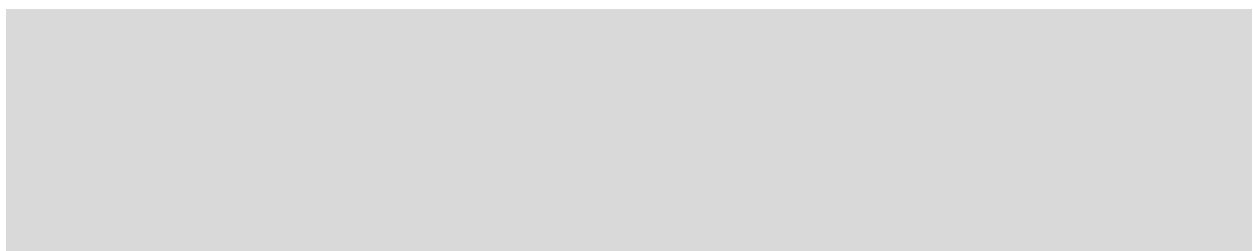
4. Online Information or Support

Goal: help users find the information they need at the right time

5. Branding

Goal: drive awareness, engagement and loyalty.

Which type(s) of site best fits your needs and your audience's needs? If you think you need a blend of types, one should be the main type (remember: clarity is good).



Based on the answers to the above questions what is the purpose of your site. Restrict it to one sentence. The sentence should be about what action(s) you want visitors to take when they come to your site. Use verbs and keep working at it, over and over and over again until you're sick of it. Then work on it some more.

Example: Gallery curators will come to my site to **see** my art and **contact** me to **book** a show, and other artists will visit to **learn** about my process.

